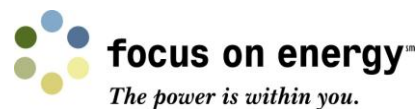




Milwaukee
Office of Environmental
Sustainability



Business Opportunity in Energy Efficiency

Learn How to participate in the Milwaukee Energy Efficiency (ME2) program

Date: Tuesday, August 24, 2010
Time: 8:00 - 10:00 a.m.
Location: We Energies building in downtown Milwaukee

The City of Milwaukee, in partnership with the Wisconsin Energy Conservation Corporation (WECC) and the US Department of Energy will be launching a \$60 million program to increase the energy efficiency in Milwaukee's housing and commercial real estate. The program provides homeowners and businesses with consumer financing, information, and other support to help them invest in energy efficiency improvements on their properties. The program is expected to publicly launch in November.

ME2 presents an opportunity for your contracting business by increasing consumer demand for energy efficiency improvements. You are invited to learn more about how to participate in the City of Milwaukee's ME2 program.

Energy Consultants will be needed to provide home energy assessments. Installation contractor services in the ME2 program will primarily include HVAC, insulation, air sealing, and electrical work.

ME2 is holding an Informational Session for those interested in learning about how to participate as either an Energy Consultant or a Contractor in Milwaukee's project. Contractors who wish to take advantage of this opportunity must meet program qualifications. **The session will largely focus on residential services**, but non-residential contractors are invited to attend as well. The session will cover:

- How ME2 can increase demand for your energy efficiency services
- The role contractors will play in making the program a success
- Requirements for becoming a qualified contractor in the program
- Project timing and on-going communication

There is limited space available for this session, and you must register in order to attend. Please contact Katrina Smith at WECC to register. Her telephone number is 608.249.9322 x308 and her email address is ksmith@weccusa.org.

At the time of registration, you will receive more information about the details and location of the session. Additional sessions will be held. If you are unable to attend this session, but would like to be included in invitations for forthcoming sessions, please let Katrina know.